

deal of good work has already been done by this commission and very much may safely be expected of it in the future. In Pasadena and Los Angeles a decided improvement in the milk supply and the condition of some dairies is reported, and in Fresno, where the local board has been active for several years, conditions are said to be very much above the average. It is simply disgraceful that our profession should allow absolutely filthy milk to be sold when *we* know what it really is and the general run of the people who buy it and use it, do not. If we can once teach the consumer what he is really getting when he buys milk containing possibly two or three million bacteria to the cubic centimeter, and show him by actual illustration what a nasty dairy the milk comes from, and the filth that gets into it, we may confidently expect a very speedy improvement. But the laymen will not take any interest in this as long as they see that physicians themselves are willing to drink such milk and make no effort to stop its sale or call attention to its condition. In a great many counties there are excellent ordinances—entirely ignored and forgotten. In San Francisco, for example, there are sufficient good ordinances to secure a clean and wholesome milk supply, and to prevent the sale of impure foods of all sorts—if they were or could be enforced under present conditions. But the people do not seem to see any urgent necessity for their enforcement and they notice that there is no very emphatic demand from the medical profession—so what is good enough for the doctor is good enough for them. Get busy. There is plenty of work to do; do some of it.

The struggle for merely decent and proper treatment at the hands of the old line insurance companies, has been far from

#### WE ARE WINNING.

fruitless. Patience and persistent effort will accomplish a great deal, in the course of time, though we are prone to become impatient and believe our work is all for naught. It is with a great deal of satisfaction, however, that we note that the Equitable and the Mutual Life of New York, have re-established the minimum fee for all examinations for life insurance, of \$5.00. Good news! Now let us devote our attention to helping the five dollar companies, as before, and to industriously ignoring—and getting our friends to ignore—the three dollar companies. The medical directors of the Equitable and the Mutual desire to have their old examiners—those who refused to continue their connection with the companies when the fee was cut to three dollars—correspond with them as soon as possible. They advise the JOURNAL that the home office has sent a notice of the change in fees to all present examiners, but this may not come to the attention of the former ones. Do not be discouraged. If one is right—and in this instance there can be no two opinions as to the right—he will eventually win out, no matter what the odds are against him. Just keep pegging away and the

insurance question will be settled in due time. But stand together; let every physician in every county stand with his fellows and not stoop to the dishonesty of saying he will refuse the cheap work, and then do it. In the end it will profit him infinitely more to abide by the decision of his own people than to loose his own self-respect by doing underhand work. From the Mutual comes the following statement with the request that we place the information before our readers. This we do very gladly and without commenting, as we very well might, as to whether the rapidity with which the directors re-established the \$5.00 fee was in any part due to the most active campaign ever undertaken by medical men against corporate greed:

"This company has always appreciated the medical examiners' work, and adopted the graded fee schedule reluctantly (as you know, it refused to do so, some fifteen years ago when urged by other companies to join the majority) but a strong demand for economy, which applied especially to the cost of obtaining new business, seemed to necessitate retrenchment along this line; particularly, as the legislature of New York put a very sharp limitation on the amount which could be spent in obtaining new business and made it a criminal offense to exceed this. \* \* \* After six months' trial, the company finds that its economies have been greater than necessary and there is in consequence a small unexpended surplus. As soon as it was demonstrated that this surplus existed, the first thought on the part of the company was to restore the old fee to the medical examiner."

Good, no matter what the real reasons may or may not be, good. Now let us see how long it will take the remaining \$3.00 companies to come to life and realize that good work is worth paying decently, and that cheap men are a mighty poor investment.

The coincidences brought to one's attention by the simple means of postage stamps are often very striking. The other day

#### THE WAY WE ARE "DONE."

two interesting documents reached the JOURNAL office in the same mail delivery, and as they illustrate the process of "working" the American medical profession very beautifully, we think, you will be interested. The first is a folder-package stamped and postmarked Budapest, containing twelve tablets of a substance called "Purgen," and a very nicely gotten up circular setting forth the history of the discovery of this, of course invaluable, purgative, its chemical nature, physiologic action, glowing tributes to its high efficiency, absence of any and all bad or undesirable qualities, etc., etc. We are informed that Dr. Bayer & Co., Budapest, are the manufacturers and that Lehn & Fink, New York, are the sole agents for the United States. It is a really excellent piece of work and is well calculated to attract the attention of any physician who opens the package and glances through the

circular. From it, one would never in a thousand years regard the remedy as in any way verging upon the territory of the "patent medicine" class; it looks as though it were intended exclusively for physicians to prescribe and would never, never be offered to the public, *a la* California Fig Syrup, or Castoria. Yet how little we know! The other item which reached the office in the same mail was a letter from a member of the Society, temporarily in Europe, and was post-marked Prague. The peculiar soft quality of the paper at once attracted attention, as did a printed notice at the bottom of each sheet, which reads about as follows: "Purgen—Die hervorragenden Professoren der Welt verordnen es taglich. Das mildeste, wohlschmeckendste Abfuhrmittel; kann sogar Sauglingen gegeben werden." (The most eminent professors in the world order it daily. The mildest, best tasting laxative; may, in fact, be given to sucklings.) Our correspondent, after stating that he has always been in accord with the fight of your Publication Committee against nostrums, etc., and that he desires, as a member of the Society, to aid in our work, says: "I send you this slip of toilet paper, taken from a toilet room in the foremost hotel in Prague, so that, if these people should ever attempt to put an ad in our JOURNAL, you may have this evidence of their advertising to the public. \* \* \* Talk about Yankee ingenuity! Did you ever see a more appropriate advertisement than this!" And there you are. In the United States, ethical to the limit; work the physicians for all they are worth. In Hungary, and doubtless elsewhere in Europe, advertise (most directly!) to the general public. One can not but wonder whether "Lehn & Fink, Sole Agents for the United States," know of the advertising methods used to sell this stuff in Europe, and whether they have been supplied with a large quantity of this same toilet paper, with the truly appropriate inscription translated into English, for subsequent use in this country.

The present agitation against the use of false or worthless nostrums by physicians is not, as some with motives of their own would have us believe, entirely destructive. The illuminating information that

#### CONSTRUCTIVE CAMPAIGN.

has been gathered by the Council on Pharmacy and Chemistry, and published in the pages of the *Journal, A. M. A.*, has opened wide the eyes of medical men and has shown that the tremendous increase in the number of nostrums and "secret proprieties" has been largely due to neglect of the old and well-established materia medica. The tendency to return to well known drugs and to single remedies is marked and is increasing with startling rapidity.

This tendency to return to the use of the old drugs whose action may be well understood has caused a demand for concise and reliable information for study and for ready reference. The Pharmacopeia is a bulky volume, but little adapted to the everyday use of physicians, and the National Formulary is a book that physicians seldom see. The American Medical Association has performed a very valuable task in issuing a little book entitled "The U. S. Pharmacopeia and the National Formulary," for sale by the Association, 103 Dearborn avenue, Chicago, price 50 cents. This little volume gives an immense amount of information regarding U. S. P. and N. F. preparations in convenient size and shape for ready reference. It ought to have a very wide distribution and a copy of it should be in the hands of every practitioner of medicine. In our mad rush for "short cuts" to relief we have overlooked the scientific considerations at the very base of our work in curing or relieving disease and have listened to the lies of the manufacturer—that a certain thing would cure a certain disease.

Realizing the neglect of the old, well tried and thoroughly understood drugs, and the present tendency to return to their use

#### A RETURN TO THERAPEUTICS.

which is a direct result of the unmasking of the nefarious nature of most of the nostrums that have been foisted upon our profession, the JOURNAL has for some time been endeavoring to secure a series of articles on therapeutics, so prepared as to be of assistance to the student; "student" includes the practitioner, for that physician who ceases to be a student ceases to be a useful and competent physician. We all grow "rusty" or "stale"; we all forget some of the things which it is right for us to remember, and we all need good advice from time to time. At last the JOURNAL has succeeded in getting the articles on this subject and you may expect to see the commencement of the series at no distant date. The work will be handled in a broad and thoroughly scientific manner, the pharmacology of the drugs mentioned being given, and with due reference to clinical administration. Indeed, the clinical side of the subject will be most accentuated. The patient, his ailment and how and with what to relieve him, may be said to be the keynote of these articles; and truly something of the sort has been for a long time needed. Too strong is the tendency to disregard the *patient* and to think of him merely as a "*case*"; too far have we followed our German cousins in this direction. This is quite amply illustrated by the abominable, but unfortunately very general use of the word "*case*" when patient is meant. We feel very confident that this series of articles, supplemented by the little book issued by the A. M. A., "The Pharmacopeia and the National Formulary," will be of distinct value to every one of our members.